

MAR 08 2019

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# SENATE CONCURRENT RESOLUTION

ENCOURAGING THE HAWAII TOURISM AUTHORITY AND THE DEPARTMENT OF  
LAND AND NATURAL RESOURCES' STATE HISTORIC PRESERVATION  
DIVISION TO WORK WITH COMMUNITY ORGANIZATIONS TO ASSIST IN  
THE ESTABLISHMENT OF HISTORICAL MARKERS AND TRAILS.

1           WHEREAS, the Hawaii Tourism Authority was established to  
2 act as the lead agency for Hawaii's visitor industry and is  
3 charged with the following responsibilities:

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- 5           (1) Setting tourism policy and direction from a statewide  
6 perspective;
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  - 8           (2) Developing and implementing the State's tourism  
9 marketing plan and efforts;
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  - 11           (3) Managing programs and activities to sustain a healthy  
12 visitor industry for the State;
  - 13
  - 14           (4) Developing and monitoring implementation of the Hawaii  
15 Tourism Strategic Plan;
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  - 17           (5) Coordinating tourism-related research, planning,  
18 promotional and outreach activities with the public  
19 and private sectors;
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  - 21           (6) Perpetuating Hawaiian culture;
  - 22
  - 23           (7) Distributing visitors across all of the Hawaiian  
24 Islands to balance capacity; and
  - 25
  - 26           (8) Creating greater collaboration with other state  
27 agencies; and
  - 28

29           WHEREAS, the Hawaii Tourism Authority amended its Tourism  
30 Strategic Plan in 2015 to integrate authenticity into the



1 visitor industry to perpetuate Hawaii's unique cultural  
2 heritage; and

3  
4 WHEREAS, the Hawaii Tourism Authority recognizes that some  
5 visitors are interested in a more authentic experience, which  
6 has resulted in increased tourism in Hawaii's small rural  
7 communities; and

8  
9 WHEREAS, the Hawaii Tourism Authority currently provides  
10 support to cultural and heritage tourism events and projects  
11 through its Product Enrichment Program; and

12  
13 WHEREAS, one of the principal objectives of cultural  
14 heritage tourism is collaboration with local organizations and  
15 the public to develop sustainable economies; and

16  
17 WHEREAS, historical trail and walking tours have been  
18 utilized by community stakeholders to identify historic  
19 individuals or landmarks for the purpose of creating cultural  
20 attractions; now, therefore,

21  
22 BE IT RESOLVED by the Senate of the Thirtieth Legislature  
23 of the State of Hawaii, Regular Session of 2019, the House of  
24 Representatives concurring, that the Hawaii Tourism Authority  
25 and the Department of Land and Natural Resources' State Historic  
26 Preservation Division are encouraged to work together with  
27 community organizations to assist in the establishment of  
28 historical markers and trails; and

29  
30 BE IT FURTHER RESOLVED that the Hawaii Tourism Authority  
31 and State Historic Preservation Division are encouraged to  
32 identify areas that meet criteria for historical trails or  
33 walking tours; and

34  
35



# S.C.R. NO. 158

1 BE IT FURTHER RESOLVED that certified copies of this  
2 Concurrent Resolution be transmitted to the Chairperson of the  
3 Hawaii Tourism Authority, President and Chief Executive Office  
4 of the Hawaii Tourism Authority, Chairperson of the Department  
5 of Land and Natural Resources, and Administrator of the  
6 Department of Land and Natural Resources' State Historic  
7 Preservation Division.  
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9  
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OFFERED BY:



Clarence K. Nishikawa

~~DC. Fischler~~

